



NANDHA ARTS AND SCIENCE COLLEGE, ERODE.
PG AND RESEARCH DEPARTMENT OF MATHEMATICS

Course Name : Data Analytics with Tableau

Academic Year: 2023-2024

A project report entitled as

“Subscribers Galore: Exploreing World’s Top YouTube Channels”.

Work done by

Univ.Reg.No	Naan Mudhalvan ID	Name	Class
2122A0306	A14DC7F8BDA5DB89BA34A242ACE825CF	M.Subashini	B.Sc.Mathematics
2122A0300	2F01100687F38089E1B4C75BA6AE2202	N.Megala	B.Sc.Mathematics
2122A0304	6390D4B57B6CD45A68C41E80984D0C6A	K.Saran	B.Sc.Mathematics
2122A0305	DCD32FA7A7EBC44B1F0447731B0E2EFB	N.Srimathi	B.Sc.Mathematics

Team ID: NM2023TMID16790

Under the guidance of

Mr. B. Eniyan

Assistant professor

Department of Mathematics

Nandha Arts and Science College, Erode-52.

INDEX

S.NO	TITLE	PAGE NO
1	Introduction	1
2	Problem Definition and Design Thinking	3
3	Result	5
4	Advantages and Disadvantages	14
5	Application	16
6	Conclusion	18
7	Future Scope	19
8	Appendix	21

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1.INTRODUCTION

1.1 Overview

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006. An early archive of the list dates to May 2006.

The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.



1.2 Purpose

The purpose of YouTube is to provide a platform where users can upload, share, and watch videos. The platform was founded in 2005 with the goal of making it easy for people to share videos with one another, and it has since become one of the most popular websites in the world.

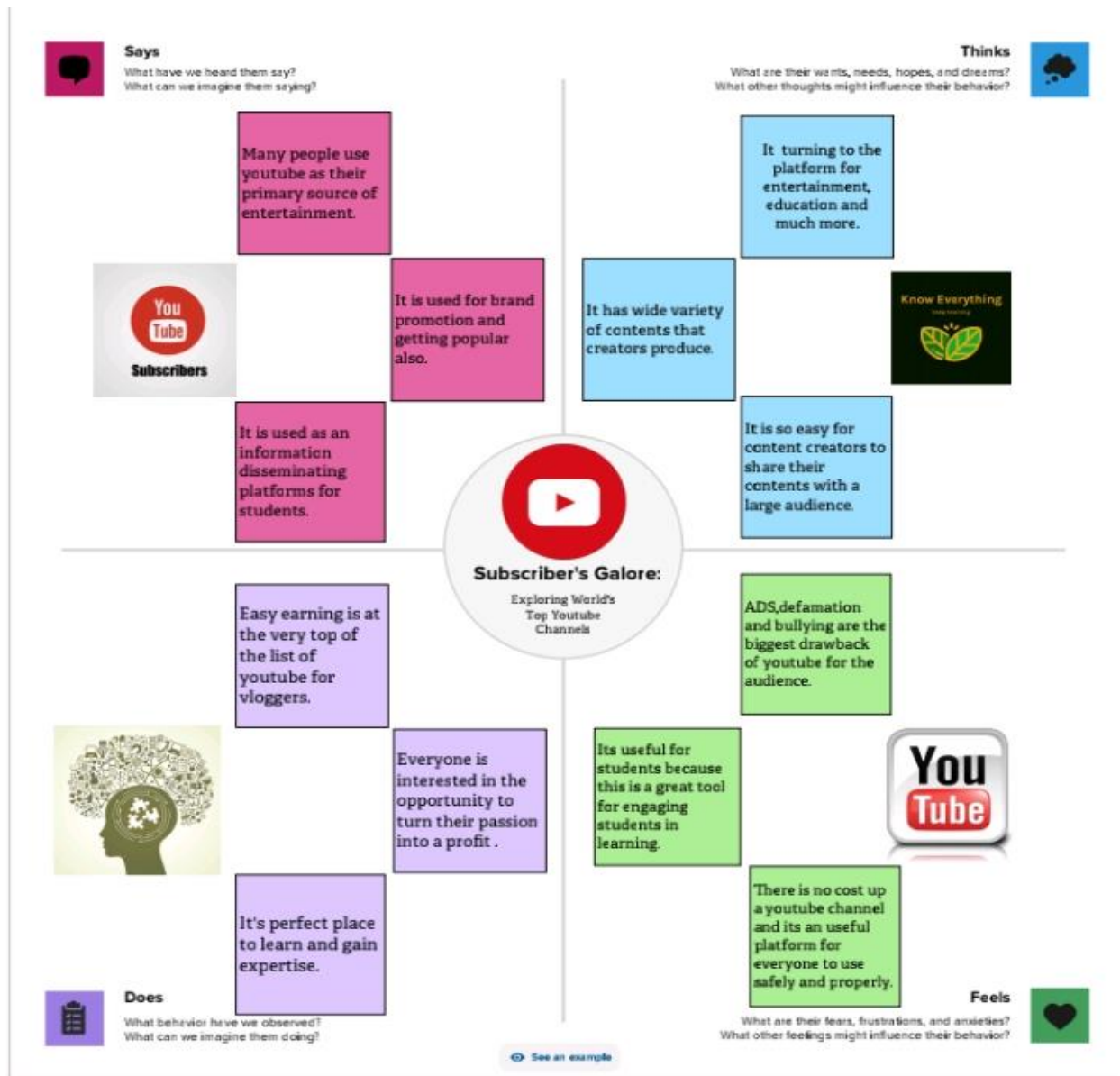
YouTube allows users to upload a wide range of video content, including music videos, movie trailers, educational videos, comedy skits, and more. Users can watch these videos for free, and they can also upload their own videos and share them with others.

In addition to providing a space for users to watch and share videos, YouTube also serves as a platform for businesses, organizations, and individuals to promote their products, services, and ideas. Many content creators and influencers have built their careers on the platform, and some of them have become incredibly successful and well-known.

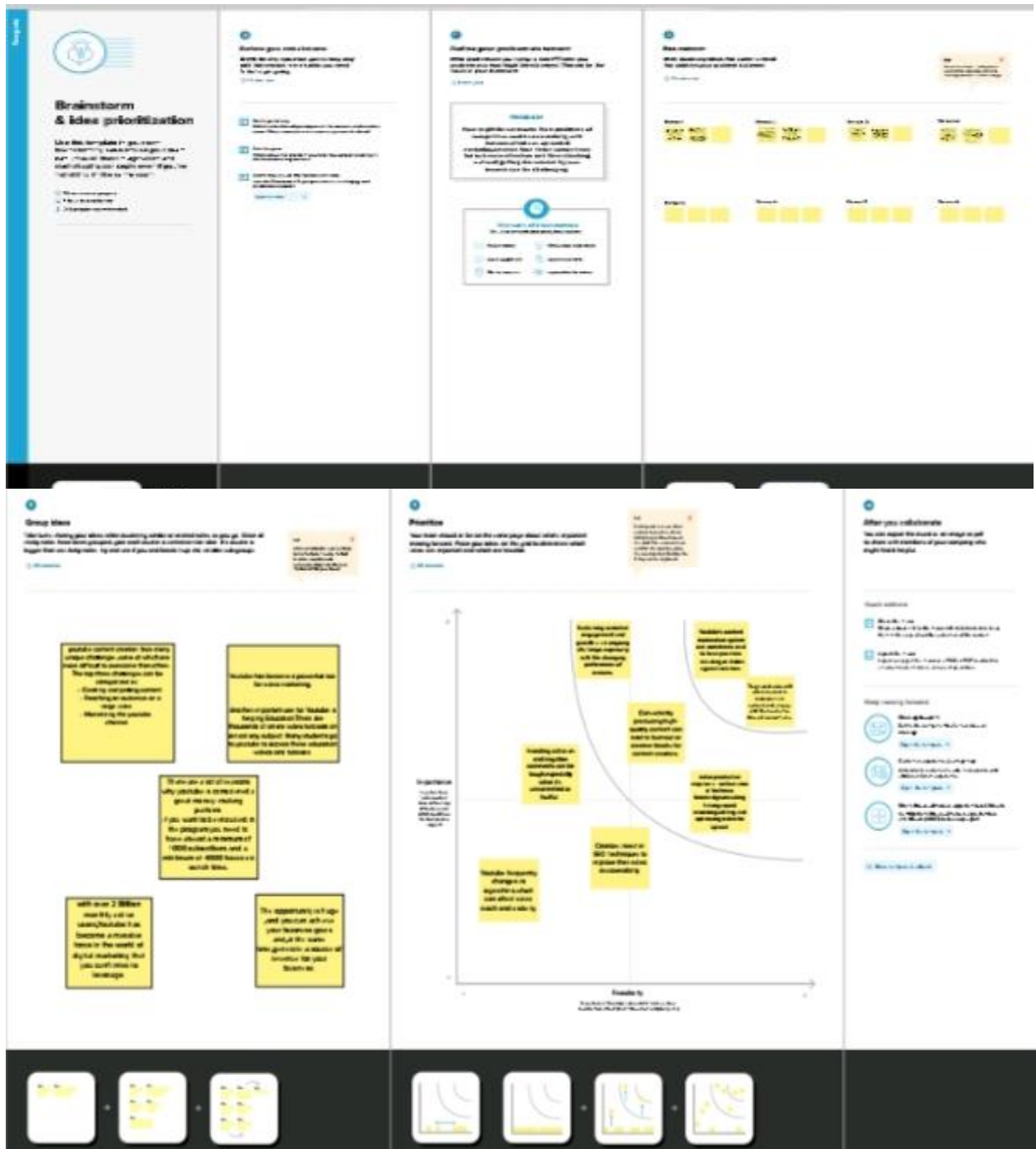
Overall, the purpose of YouTube is to provide a space where people can easily watch and share videos with one another. It has become an incredibly popular and influential part of the internet, and it continues to evolve and grow to this day.

2 . PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

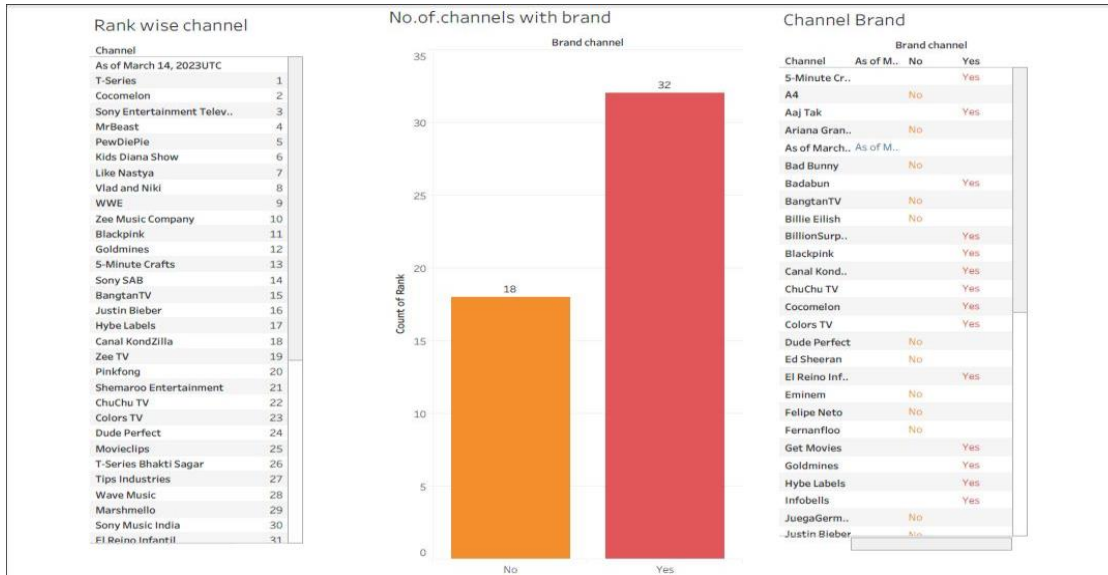


2.2 Ideation & Brainstorming Mapping



3. RESULT

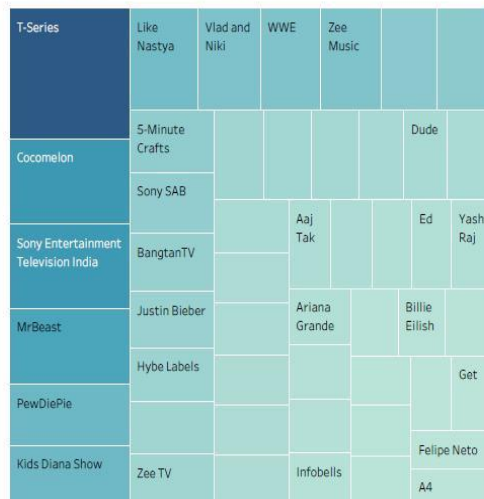
Dashboard 1



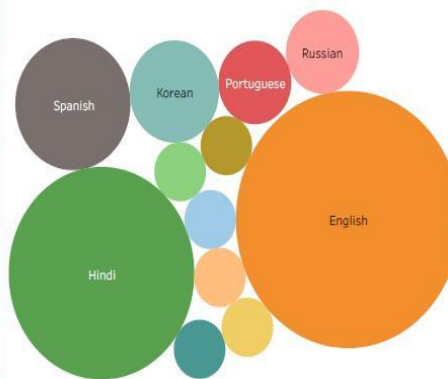
Dashboard 2

Dashboard 2

Channel name with subscribers

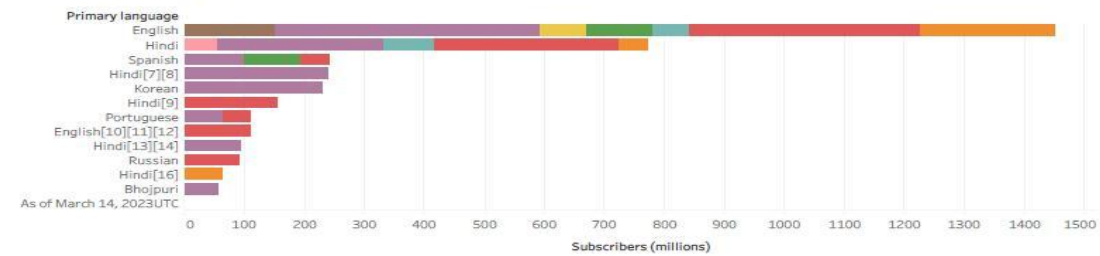


No of Channels of language

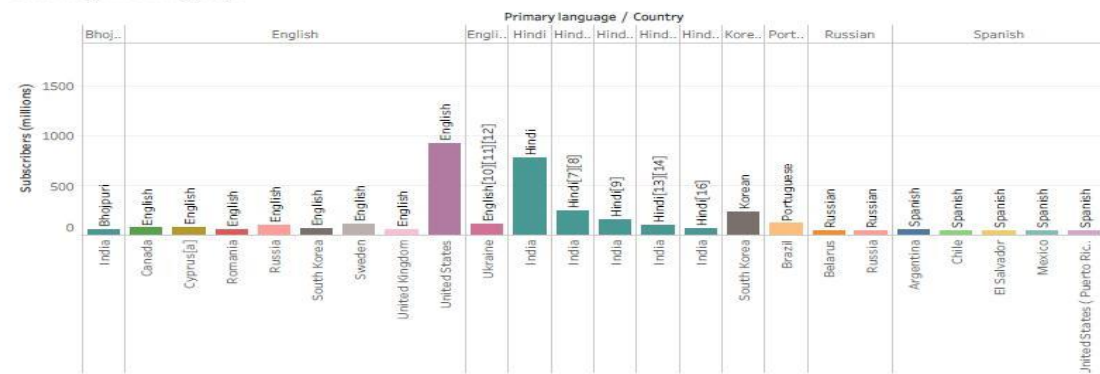


Dashboard 3

Category wise Language

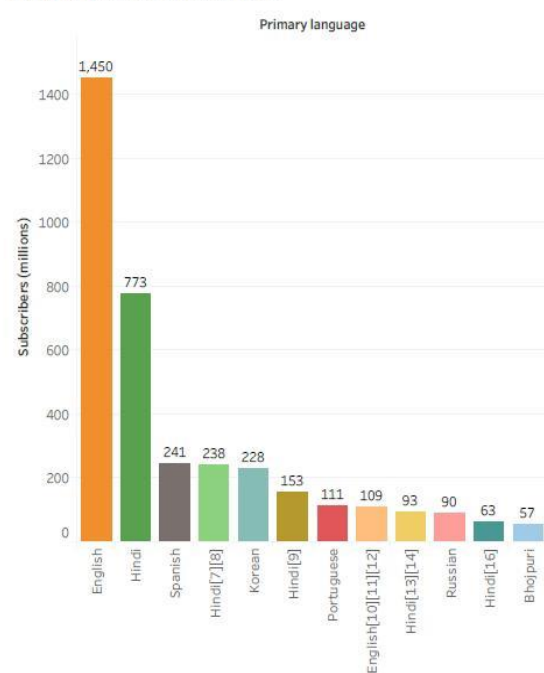


Country and Language

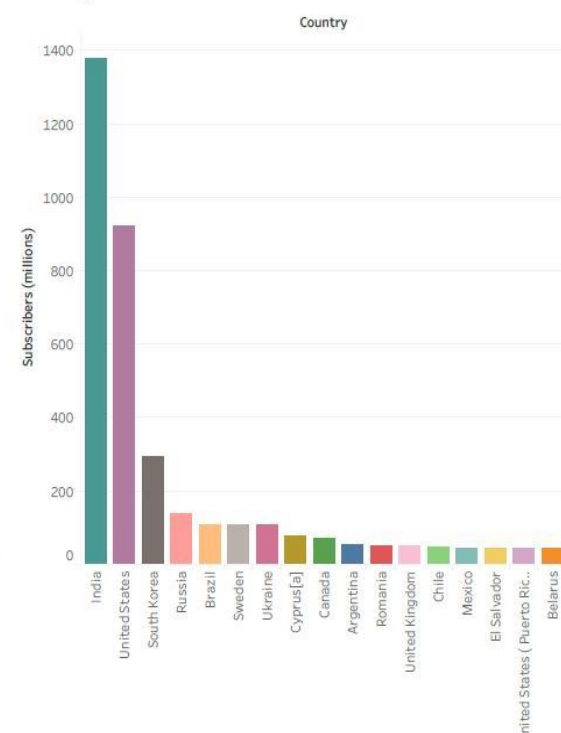


Dashboard 4

Language wise subscribers



Country Wise Subscribers

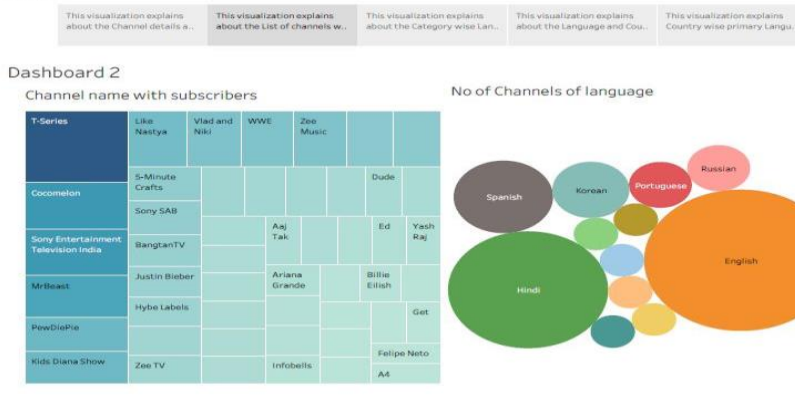


STORY

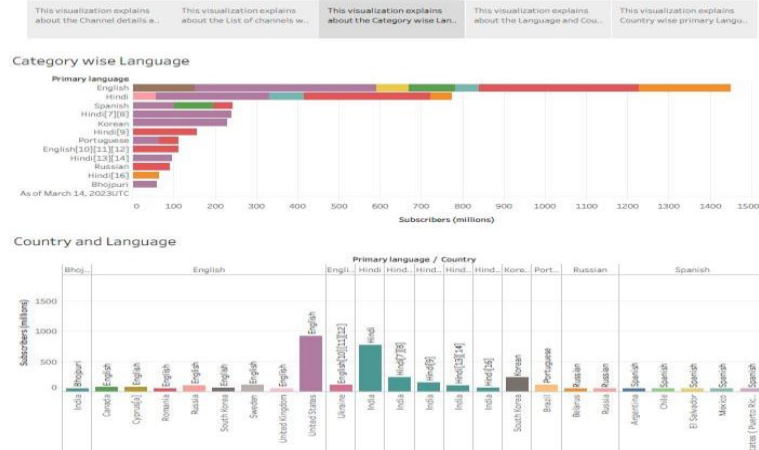
Story 1



Story 1



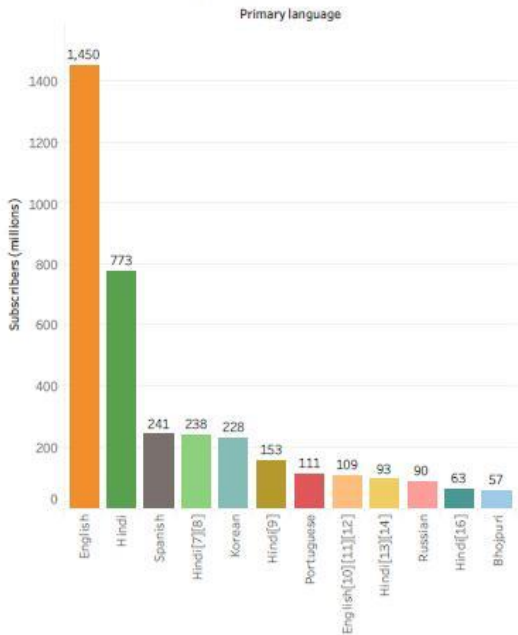
Story 1



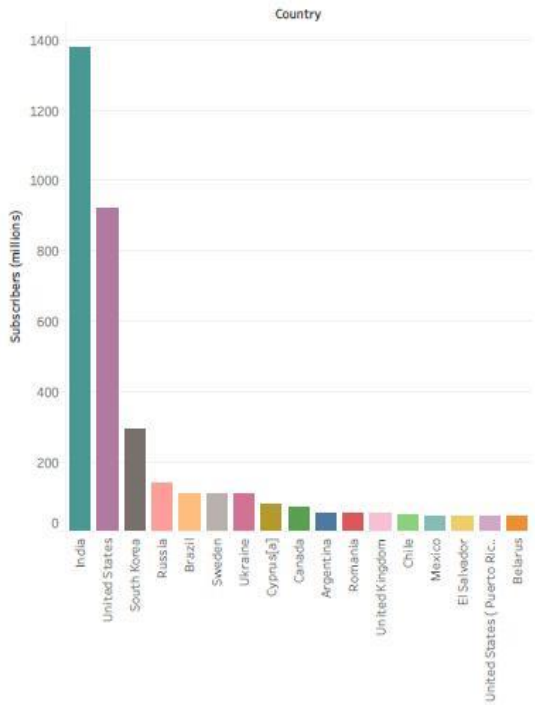
Story 1

- This visualization explains about the Channel details a...
- This visualization explains about the List of channels w...
- This visualization explains about the Category wise Lan...
- This visualization explains about the Language and Cou...
- This visualization explains Country wise primary Langu...

Language wise subscribers

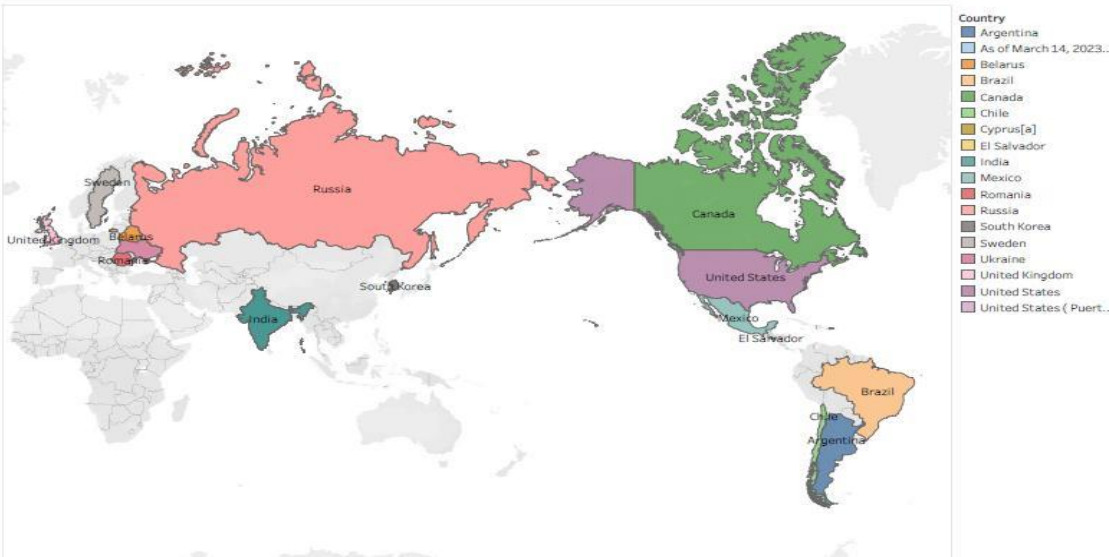


Country Wise Subscribers



Story 1

- This visualization explains about the Channel details a...
- This visualization explains about the List of channels w...
- This visualization explains about the Category wise Lan...
- This visualization explains about the Language and Cou...
- This visualization explains Country wise primary Langu...



VISUALIZATIONS

1. Rank wise Channels

Rank wise channel

Channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22

2. No.of.Channels with Brand

No.of.channels
with brand



3. Channel Brand

Channel Brand

Channel	Brand channel		
	As of M...	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M...		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
Billion Surprise Toys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	

Brand channel

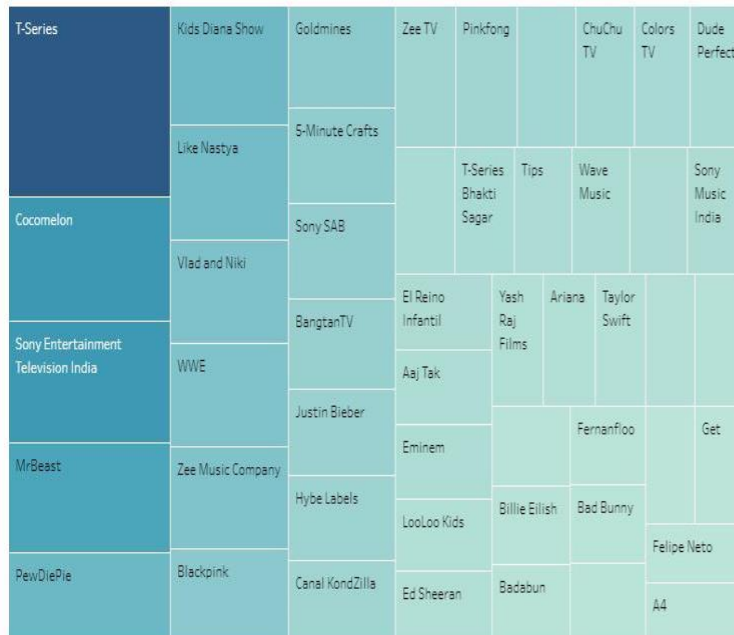
As of March 14, 2023...

No

Yes

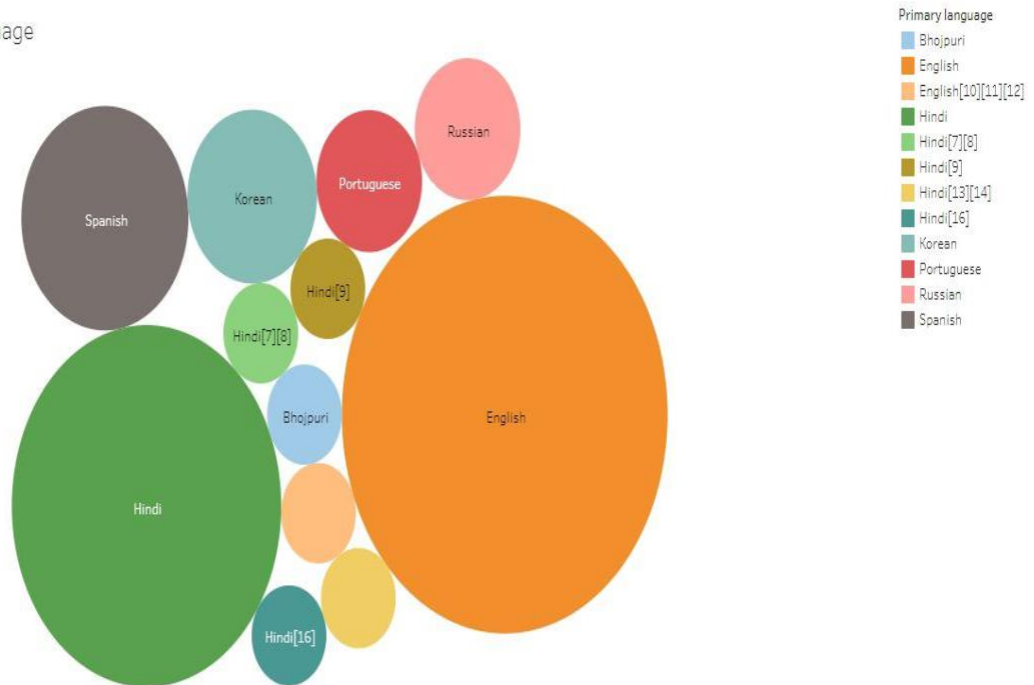
4. Channel name with Subscribers

Channel name with subscribers



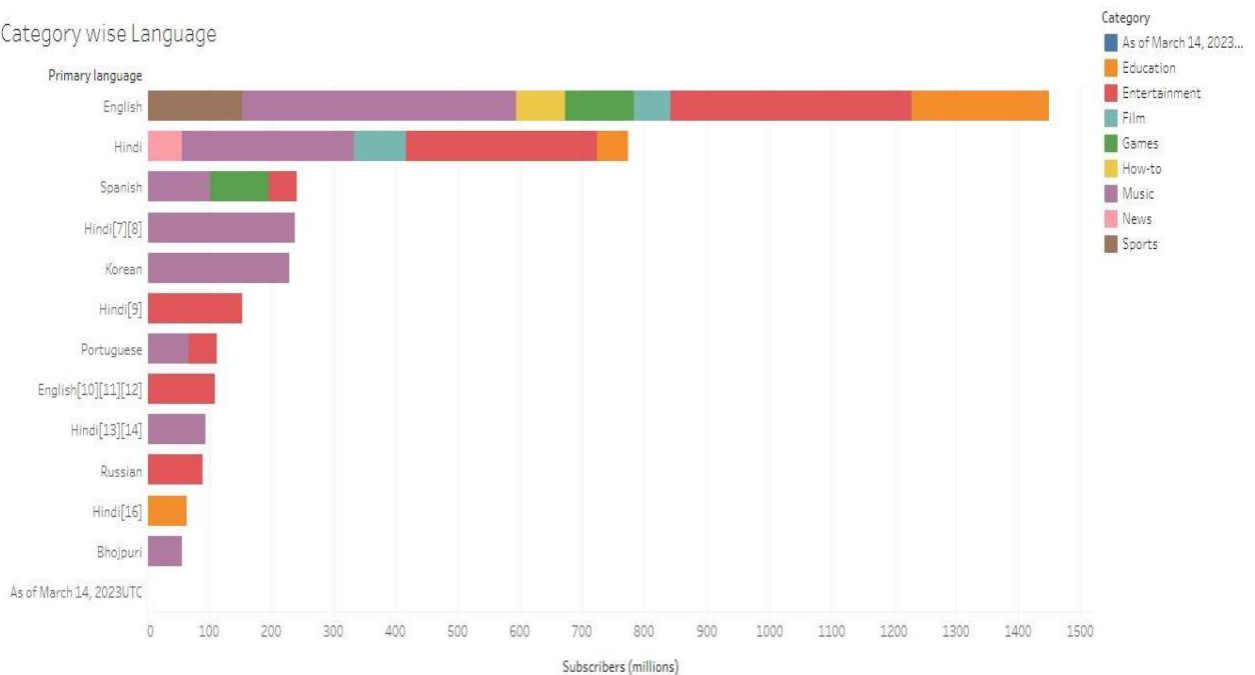
5. No.of.Channels of Language

No of Channels of language

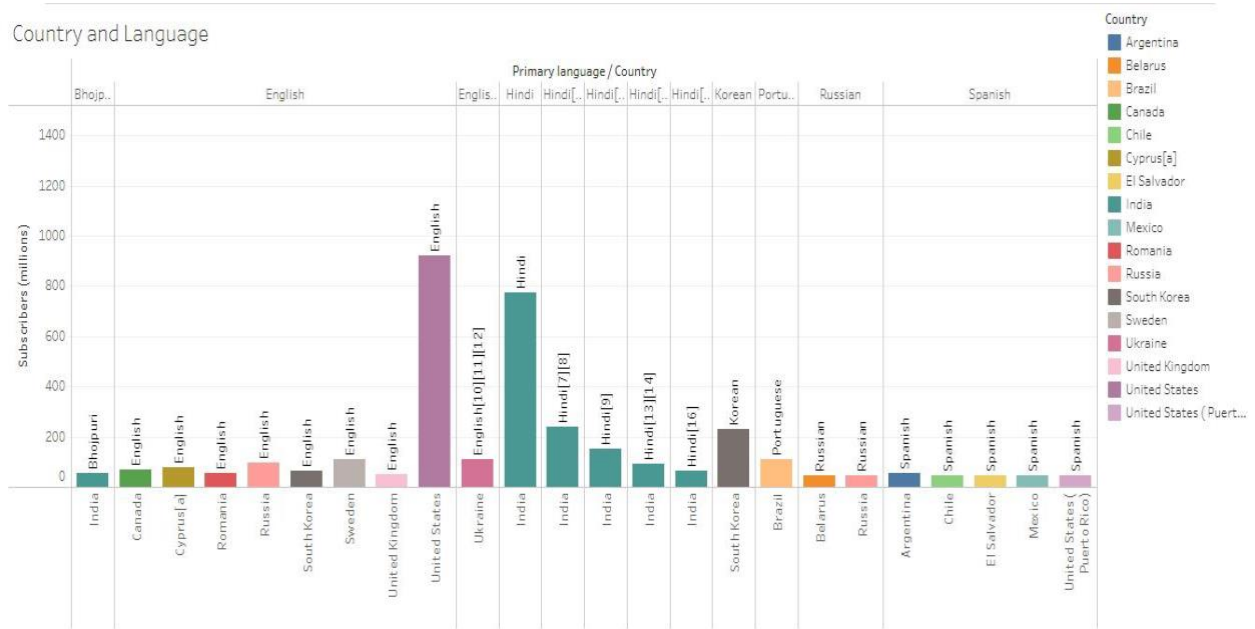


6. Category wise Language

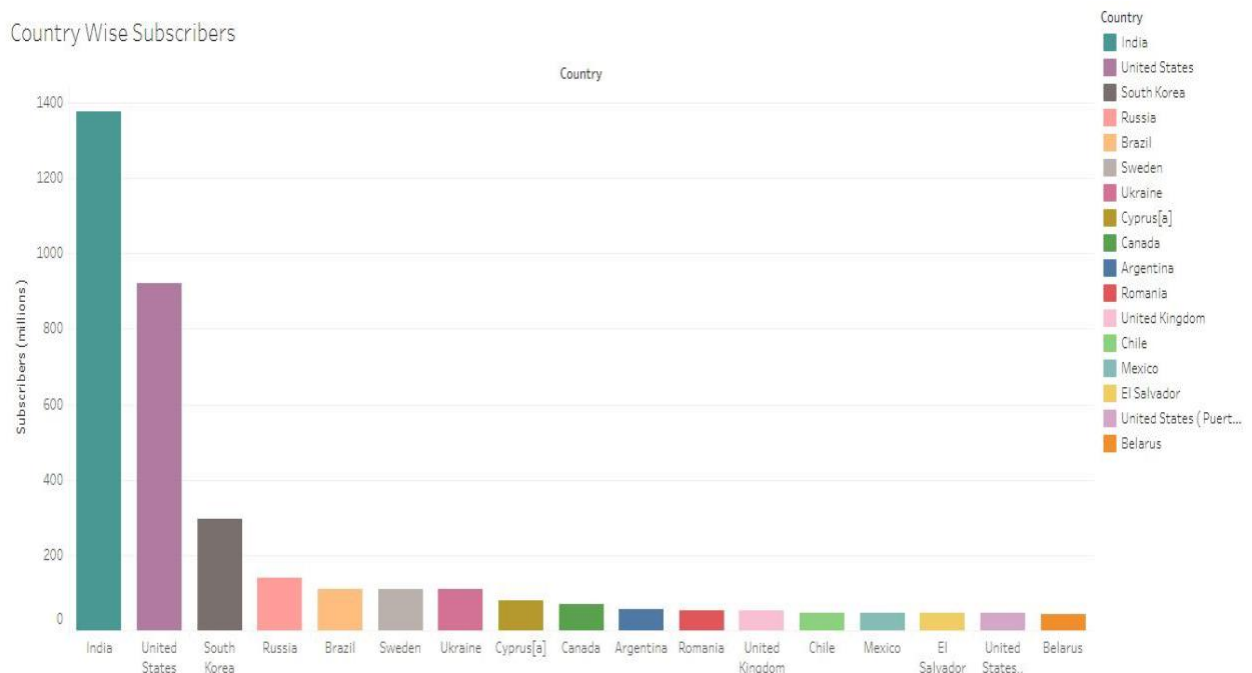
Category wise Language



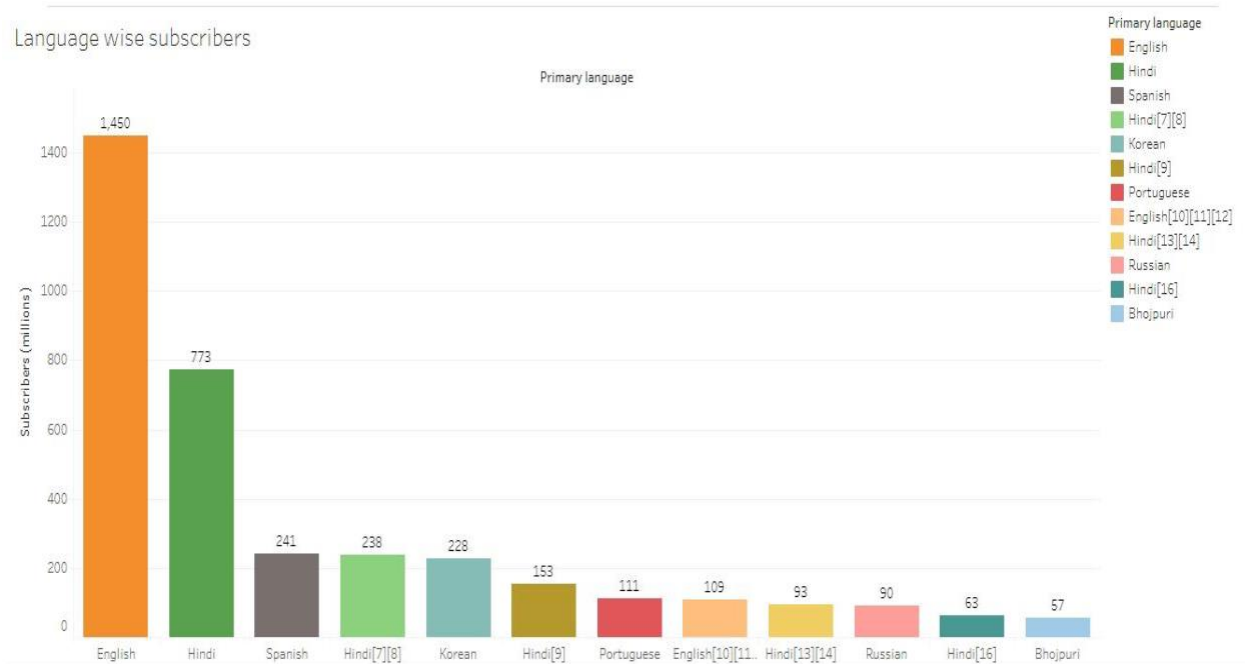
7. Country and Language



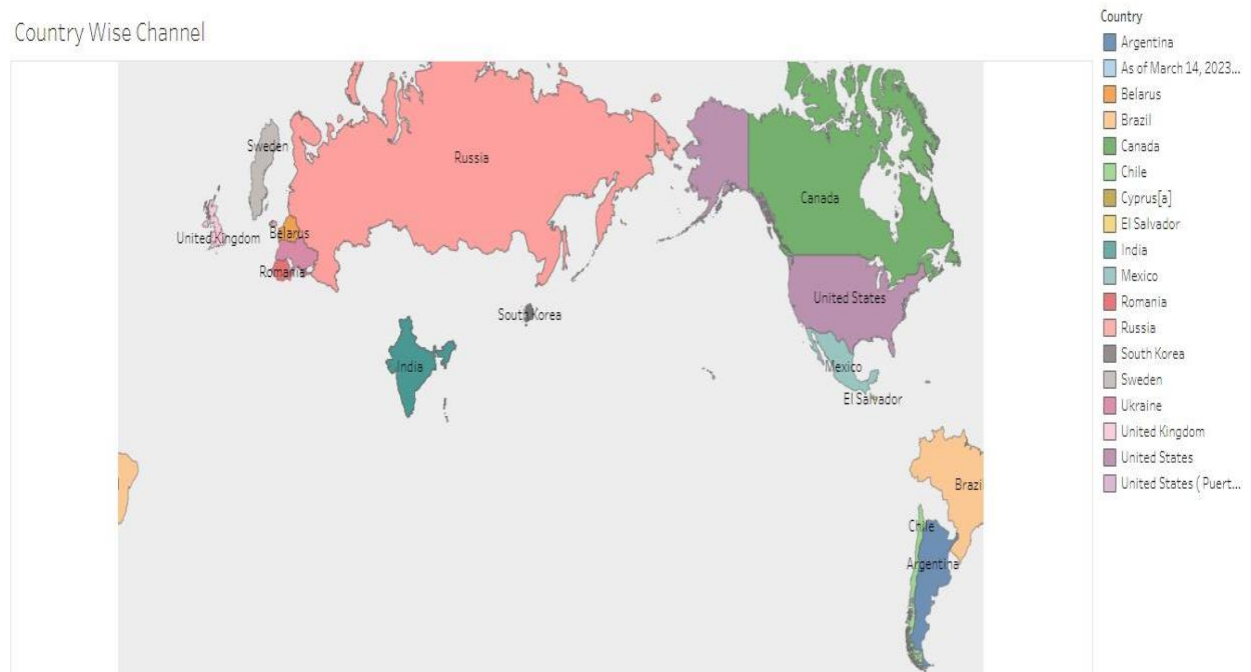
8. Country wise Subscribers



9. Language wise Subscribers



10. Country wise Language



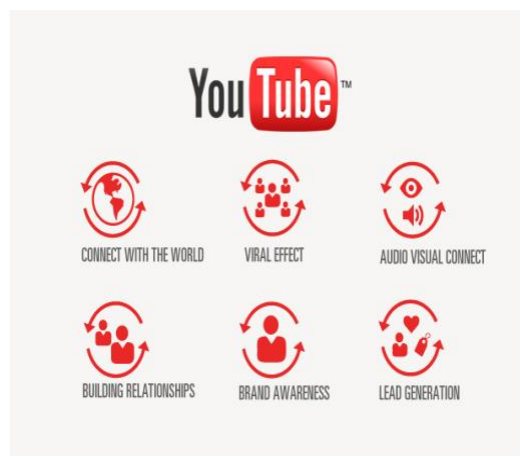
4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

- YouTube as an information disseminating platform for students.
- It's the perfect place to learn and gain expertise.



- YouTube for Brand Promotion.
- Easy Earning is at the very top of the list of YouTube benefits for Vloggers.



4.2 Disadvantages

- Ads- a drawback of YouTube for the audience. A
- A lot of distraction.
- Obscenity- one of the biggest drawbacks that YouTube has. The kind of content that is uploaded on YouTube is largely in control



today.

- Defamation and Bullying.
- Making money isn't that easy.



5. APPLICATIONS



YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

What Are the Main Functions of YouTube?

- Users can search for and watch videos
- Create a personal YouTube channel
- Upload videos to your channel
- Like/Comment/share other YouTube videos.

YouTube applications:

- Audio/video file upload.
- Live Captioning.
- Reporting/Analytics.
- Social Sharing.
- Speech Recognition
- Text Overlay and time stamps.



Best Apps for YouTube:

- TubeBuddy is the complete YouTube SEO management tool for content creators.
- Vidio is another channel management tool for creators to manage all the SEO channel production.
- Canva is a free graphic design platform to edit images, GIFs, and videos.



6. CONCLUSION

When analyzing YouTube and the YouTubers lives from a social, economic and physiological point of view, we can see some patterns and facts that contribute to success in this platform. YouTubers can publish tons of tweets, pictures or posts in their social media, to keep in touch with their audience and show them how active they are. He is giving the audience more reasons for them to follow him and tries to accommodate his feed to any type of viewer.

We can firmly conclude that social media has a very strong impact on YouTube, since it makes the producer content reach more people, it facilitates the incorporation of new subscribers to a channel and it makes it seem more local or familiar.

In conclusion, YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people. The best way to succeed at it, apart from creating good video content, is knowing what people like and knowing how to reach those people, for which of course you will need a mastery of social media.

7. FUTURE SCOPE

Videos are the Future of Marketing

Videos have been the preferred form of content delivery for consumers, but advertisers still continue to come up with innovative ways to reach out to both present and potential clients using this medium. Mark Zuckerberg said that the future of Facebook and Instagram lies in video, and this has proven to be true; social media videos are where the audience is. Videos help in creating a seamless and interactive experience for viewers that blends content and commerce. Video content helps businesses reach customers where they are. The top trends in video marketing that encourage customers to check out brands and buy their goods and services are always evolving, from short-form videos on TikTok and Instagram Reels to different live-streaming platforms and influencers unpacking goods.

Scope for YouTube in Business

Future of YouTube in doing business



Top trends in the future of video marketing:

1. The strategy and optimization of content will be increasingly driven by data, and the rate of production of video content will only increase.
2. Live streaming video will continue its phenomenal expansion, notably via esports.

3. The key to increasing the sale of a company's product is partnering with social media influencers that effectively use or showcase the product in the form of short videos on TikTok, Instagram, or YouTube.
4. The capacity to optimize brand, creator and influencer partnerships will be made possible by AI, enabling brands to maximize return on investment and enable content creators to earn money from their work.
5. For marketers, videos will increasingly play a key role in their marketing strategies.
6. As influencers' videos are more popular among the audience than any brand's content, businesses will need to use influencer marketing.

8. APPENDIX

Github Link:

http://Github.com/subashini447/Subscriber-s-Galore_NM2023TMID16790

Dashboard 1:

https://public.tableau.com/views/Dashboard1-subscribersgalore/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Dashboard 2:

https://public.tableau.com/app/profile/subashini.m2094/viz/Dashboard2-subscribersgalore_16960854915700/Dashboard2?publish=yes

Dashboard 3:

<https://public.tableau.com/app/profile/subashini.m2094/viz/Dashboard3-subscribersgalore/Dashboard3?publish=yes>

Dashboard 4:

<https://public.tableau.com/app/profile/subashini.m2094/viz/Dashboard4-subscribersgalore/Dashboard4?publish=yes>

Story 1:

<https://public.tableau.com/app/profile/subashini.m2094/viz/Story1-subscribersgalore/Story1?publish=yes>

Visualisation 1:

<https://public.tableau.com/app/profile/subashini.m2094/viz/rankwisechannel-subscribersgalore/Rankwisechannel?publish=yes>

Visualisation 2:

<https://public.tableau.com/app/profile/subashini.m2094/viz/No ofChannelswithBrand-subscribersgalore/No of channelswithbrand?publish=yes>

Visualisation 3:

<https://public.tableau.com/app/profile/subashini.m2094/viz/ChannelBrand-subscribersgalore/ChannelBrand?publish=yes>

Visualisation 4:

<https://public.tableau.com/app/profile/subashini.m2094/viz/ChannelnamewithSubscribers-subscribersgalore/Channelnamewithsubscribers?publish=yes>

Visualisation 5:

<https://public.tableau.com/app/profile/subashini.m2094/viz/No ofchannelsoflanguage-subscribersgalore/NoofChannelsoflanguage?publish=yes>

Visualisation 6:

<https://public.tableau.com/app/profile/subashini.m2094/viz/CategorywiseLanguage-subscribersgalore/CategoryWiselanguage?publish=yes>

Visualisation 7:

<https://public.tableau.com/app/profile/subashini.m2094/viz/CountryandLanguage-subscribersgalore/countryandlanguage?publish=yes>

Visualisation 8:

<https://public.tableau.com/app/profile/subashini.m2094/viz/countrywisesubscribers-subscribersgalore/CountryWiseSubscribers?publish=yes>

Visualisation 9:

<https://public.tableau.com/app/profile/subashini.m2094/viz/Languagewisesubscribers-subscribersgalore/Languagewisesubscribers?publish=yes>

Visualisation 10:

<https://public.tableau.com/app/profile/subashini.m2094/viz/CountrywiseChannel-subscribersgalore/CountryWiseChannel?publish=yes>

Video demonstration link:

<https://drive.google.com/file/d/1MfJ87zIzVUoVgWM9SRdcgySTyI46GBkb/view?usp=drivesdk>